

CITY COUNCIL REPORT

DATE: 6/23/15

TO: Mayor and Councilmembers

FROM: Brian Grube, Recreation Services Director
Glorice Pavey, Recreation Supervisor

CC: Jeff Meilbeck, Josh Copley, Jerene Watson, Leadership Team

SUBJECT: DEW DOWNTOWN FLAGSTAFF URBAN SKI AND SNOWBOARD
FESTIVAL

DISCUSSION

Over the last four years we have seen the Dew Downtown Flagstaff Urban Ski and Snowboard Festival transform from a grassroots winter celebration to a large scale event for our community.

As the event has grown, the City has seen an increased strain on resources. It is unfortunate, but the event has outgrown the City's capacity to sustain it. In an effort to determine the best path forward, staff has been looking at options and has spoken with stakeholders about what they would like to see as the future of this event. .

While the City has been the driving force in moving this event forward, we recommend not taking a lead role in the future implementation of the event for the following reasons:

1. City staff time:
 - a. Over 2000 hours were spent on the Dew Downtown event with over \$60,000 paid to employees for regular hours and over \$14,000 in overtime costs
 - b. The overtime expense was offset by sponsorships. The expense for regular hours worked was absorbed by the City.
2. City wishes to keep the primary focus of its public works employees on snow operations during this time of year.
3. Less than expected tax revenue per the January 2015 report on gross income and taxable income numbers for the Restaurants/Bars, Retail and Hotel/Motel businesses.
 - a. Sum of net taxable in 2014: \$4,860,836
 - b. Sum of net taxable in 2015: \$4,789,063

In 2014, we sent the event out for an RFP, however because of the monetary risk; producers were declined to take on the project. We believe the same outcome will occur if we send it out to bid again in 2015.

Stakeholders have been notified, and based on these conversations, we are hopeful that a private organization or company will take the event over, with the City continuing as a partner, to build on the previous years' momentum.

FUTURE ACTIONS

- Bring options to City Council for discussion and direction.

RECOMMENDATION / CONCLUSION

Based on the fact that this event has already been sent out for an RFP, staff recommends:

- 1) The event should be handed off to a professional event planner or nonprofit organization or community consortium. The easiest transition would be for an event producer to apply through the special event permitting process.
 - a. Nackard Beverage, Snowbowl, Mark Lamberson and Rand Jenkins expressed interest in continuing the event.
 - b. Street closures will be presented to City Council for review, as they have in the past.
- 2) We do not recommend sending the event out for a Request for Proposal (RFP).
 - a. The Dew Downtown event has been sent out to bid on one previous occasion and received no interest.
 - b. The extensive planning needed for an event of this size and complexity would be hindered and delayed by a lengthy RFP process.
- 3) If there are no interested parties, we are recommending that the event be cancelled until interested parties are willing to champion it.